



**FOR IMMEDIATE RELEASE**  
**January 12, 2007**

**GOLD'S GYM SUPER CLUB TO HOST  
10 IN 10 CHALLENGE KICKOFF EVENT**

INDIANAPOLIS---On Wednesday, January 17, 2007, Gold's Gym Super Club is partnering with INShape Indiana to get individuals from Central Indiana to take the 10 in 10 Challenge.

Gold's Gym Super Club and Z99.5 (WZPL-FM) will host a special event from 4:00 p.m. to 6:00 p.m. on January 17, during which Hoosiers who sign up that day to take the Challenge and lose 10 pounds in 10 weeks, will receive a pedometer and a Subway sandwich (while supplies last). Participants of this event will also have the chance to win free membership to Gold's Gym Super Club.

Gold's Gym Super Club, which is located at 7140 E. Washington Street, features a cardio movie theatre, lap pool, personal trainers, and energizing group fitness classes. Those attending the kickoff can join Gold's Gym Super Club for \$1 and receive a gym bag, T-shirt, and free workout with a personal trainer (while supplies last).

After signing up on January 17, registered participants will receive an e-mail outlining ways they can prepare themselves for the challenge, such as keeping a food diary, taking inventory of the contents of their pantry, and other tips. Then, each of the 10 weeks, participants will receive an e-mail to help instruct them about how they can lose one pound.

The weekly e-mails, being prepared with the assistance of a trainer and a nutritionist, will incorporate one suggestion for a change in diet (250 fewer calories a day) and another for increased physical activity (burning 250 additional calories a day). At the end of 10 weeks, participants will be asked to report back on their weight loss.

Although the 10 in 10 Challenge officially starts statewide on Monday, January 15, Hoosiers are welcome to join the challenge any time during the 10 weeks by signing up at [www.inshape.IN.gov](http://www.inshape.IN.gov). Individuals who do not need to lose 10 pounds are encouraged to sign up for the Challenge to take advantage of the healthy tips and fun activities being offered.

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**Media Contacts:**     **Stacie Rosenthal, WZPL-FM, (317) 218-2277**  
                              **Jennifer Dunlap, ISDH, (317) 233-7090**